

Total No. of Printed Pages—4

**3 SEM TDC PMTG 1 (Sp)**

**2014**

( November )

COMMERCE

( Speciality )

Course : 301

**( Principles of Marketing )**

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks  
for the questions*

1. (a) Write 'True' or 'False' : 1×5=5

- (i) Marketing is an arrangement providing an opportunity for exchange of goods.
- (ii) The scope of marketing and selling are same.
- (iii) Product planning activity is designed to guarantee firm's survival.

(iv) Competition influences the product pricing decision.

(v) Physical distribution is a major component of marketing mix.

(b) Fill in the blanks :  $1 \times 3 = 3$

(i) — is the process of finding and fixing the means of identification.

(ii) Marketing mix is an important component of product — decision.

(iii) Electronic retailing facilitates — shopping.

2. Write short notes on (any four) :  $4 \times 4 = 16$

(a) Product mix

(b) Test marketing

(c) Skimming pricing policy

(d) Buying motives

(e) Trademark

(f) Inventory control



3. (a) Compare and contrast between the modern concept of marketing and the traditional concept of marketing. 11

Or

- (b) What is 'marketing mix'? Explain the elements of marketing mix. 3+8=11

4. (a) What do you mean by consumer behaviour? What logical steps are involved in consumers' buying process? Discuss. 3+8=11

Or

- (b) Discuss briefly the bases of market segmentation. 11

5. (a) Discuss in brief the different stages of developing a new product. 11

Or

- (b) What is product life cycle? What strategies a marketer has to adopt to overcome the hurdles of the growth stage of a product? 3+8=11

6. (a) Explain the role of pricing in marketing mix. 11

Or

- (b) What is promotion mix? Discuss the factors that affect the promotion mix. 3+8=11

7. (a) What do you mean by distribution channels? Explain the factors affecting the choice of a right distribution channel. 4+8=12

Or

- (b) Examine the role of wholesalers in the process of physical distribution. Can they be eliminated from the process of distribution? Justify your answer. 6+6=12

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